

ORDER



Orders
Order / Rev: 720165
Alt Order #: 06362552
Product Desc: ROMNEY FOR PRESIDENT
Estimate: 473
Flight Dates: 10/04/12 - 10/09/12
Original Date / Rev: 10/03/12 / 10/03/12
Order Type: Political

WKYC

Primary AE: Joe Knauer
Sales Office: T-WAS
Sales Region: NAT

Agency Name: American Rambler Productions/ POL
Buying Contact:
Billing Contact:
 138 Conant Street
 Beverly, MA 01915

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Romney/ R / President
Demographic: A35+
Product Codes: PL-Presidential
Priority: P-1
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/09/12	52	\$81,800.00	\$69,530.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	52	\$81,800.00	\$69,530.00	0.00
Totals	52	\$81,800.00	\$69,530.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Joe Knauer			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WKYC	10/04/12	10/05/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a	---TF--	:30	2	\$1,400.00	P-2	0.00	NM	2	\$2,800.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	---TF--					2	\$1,400.00		0.00			
E 2	WKYC	10/08/12	10/09/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a	MT-----	:30	2	\$1,400.00	P-2	0.00	NM	2	\$2,800.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	MT-----					2	\$1,400.00		0.00			
E 3	WKYC	10/04/12	10/05/12	M-F 7-9a Today Today Show	CM	7a-9a	---TF--	:30	2	\$1,400.00	P-2	0.00	NM	2	\$2,800.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	---TF--					2	\$1,400.00		0.00			
E 4	WKYC	10/08/12	10/09/12	M-F 7-9a Today Today Show	CM	7a-9a	MT-----	:30	2	\$1,400.00	P-2	0.00	NM	2	\$2,800.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	MT-----					2	\$1,400.00		0.00			
E 5	WKYC	10/04/12	10/05/12	M-F 9-10a Today II Today Show II	CM	9a-10a	---TF--	:30	2	\$600.00	P-2	0.00	NM	2	\$1,200.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	---TF--					2	\$600.00		0.00			

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 6	WKYC	10/08/12	10/09/12	M-F 9-10a Today II Today Show II	CM	9a-10a	MT-----	:30	2	\$600.00	P-2	0.00	NM	2	\$1,200.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	MT-----					2	\$600.00		0.00			
E 7	WKYC	10/08/12	10/09/12	M-F 11a-1230p 11a-1230p	CM	11a-1230p	MT-----	:30	2	\$400.00	P-2	0.00	NM	2	\$800.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	MT-----					2	\$400.00		0.00			
E 8	WKYC	10/04/12	10/05/12	M-F 11a-1230p 11a-1230p	CM	11a-1230p	---TF--	:30	2	\$400.00	P-2	0.00	NM	2	\$800.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	---TF--					2	\$400.00		0.00			
E 9	WKYC	10/08/12	10/09/12	Days of Our Lives Days of Our Lives	CM	1p-2p	MT-----	:30	2	\$500.00	P-2	0.00	NM	2	\$1,000.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	MT-----					2	\$500.00		0.00			
E 10	WKYC	10/04/12	10/05/12	Days of Our Lives Days of Our Lives	CM	1p-2p	---TF--	:30	2	\$500.00	P-2	0.00	NM	2	\$1,000.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	---TF--					2	\$500.00		0.00			
E 11	WKYC	10/04/12	10/05/12	M-F 4-5p Ellen Degeneres	CM	4p-5p	---TF--	:30	2	\$600.00	P-2	0.00	NM	2	\$1,200.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	---TF--					2	\$600.00		0.00			
E 12	WKYC	10/08/12	10/09/12	M-F 4-5p Ellen Degeneres	CM	4p-5p	MT-----	:30	2	\$600.00	P-2	0.00	NM	2	\$1,200.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	MT-----					2	\$600.00		0.00			
E 13	WKYC	10/04/12	10/05/12	M-F 6-630p Channel 3 News at 6p	CM	6p-630p	---TF--	:30	2	\$2,400.00	P-2	0.00	NM	2	\$4,800.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	---TF--					2	\$2,400.00		0.00			
E 14	WKYC	10/08/12	10/09/12	M-F 6-630p Channel 3 News at 6p	CM	6p-630p	MT-----	:30	2	\$3,200.00	P-1	0.00	NM	2	\$6,400.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	MT-----					2	\$3,200.00		0.00			
E 15	WKYC	10/08/12	10/09/12	M-F 7-730p Channel 3 News at 7P	CM	7-730p	MT-----	:30	2	\$2,400.00	P-2	0.00	NM	2	\$4,800.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	MT-----					2	\$2,400.00		0.00			
E 16	WKYC	10/04/12	10/05/12	M-F 7-730p Channel 3 News at 7P	CM	7-730p	---TF--	:30	2	\$2,400.00	P-2	0.00	NM	2	\$4,800.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	---TF--					2	\$2,400.00		0.00			
E 17	WKYC	10/08/12	10/09/12	M-F 11-1135p Channel 3 News at 11p M-F	CM	11-1135p	MT-----	:30	2	\$2,400.00	P-2	0.00	NM	2	\$4,800.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	MT-----					2	\$2,400.00		0.00			
E 18	WKYC	10/04/12	10/05/12		CM	11-1135p	---TF--	:30	2	\$2,400.00	P-2	0.00	NM	2	\$4,800.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F 11-1135p Channel 3 News at 11p M-F											
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	---TF--	2		\$2,400.00		0.00						
E 19	WKYC	10/08/12	10/09/12	Tonight Show Tonight Show	CM	1135p-1237a	MT-----	:30	2	\$1,200.00	P-2	0.00	NM	2	\$2,400.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	MT-----	2		\$1,200.00		0.00						
E 20	WKYC	10/04/12	10/05/12	Tonight Show Tonight Show	CM	1135p-1237a	---TF--	:30	2	\$1,200.00	P-2	0.00	NM	2	\$2,400.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	---TF--	2		\$1,200.00		0.00						
E 21	WKYC	10/08/12	10/09/12	M-F 5-6a Channel 3 News @ 5AM	CM	5a-6a	MT-----	:30	2	\$650.00	P-2	0.00	NM	2	\$1,300.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	MT-----	2		\$650.00		0.00						
E 22	WKYC	10/04/12	10/05/12	M-F 5-6a Channel 3 News @ 5AM	CM	5a-6a	---TF--	:30	2	\$650.00	P-2	0.00	NM	2	\$1,300.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	---TF--	2		\$650.00		0.00						
E 23	WKYC	10/05/12	10/05/12	Fri Prime C Fri Prime C	CM	10-11p	----F--	:30	1	\$5,000.00	P-2	0.00	NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	----F--	1		\$5,000.00		0.00						
E 24	WKYC	10/06/12	10/06/12	SAT TDY NBC Today Show (Sa)	CM	7a-9a	-----S-	:30	1	\$1,400.00	P-2	0.00	NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	-----S-	1		\$1,400.00		0.00						
E 25	WKYC	10/06/12	10/06/12	Sat 9-1030a Channel 3 News 9am Sat	CM	9a-1030a	-----S-	:30	1	\$1,400.00	P-2	0.00	NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	-----S-	1		\$1,400.00		0.00						
E 26	WKYC	10/06/12	10/06/12	Sat 11-1135p LN SAT	CM	11-1130p	-----S-	:30	1	\$2,400.00	P-2	0.00	NM	1	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	-----S-	1		\$2,400.00		0.00						
E 27	WKYC	10/07/12	10/07/12	SUN TDY NBC Today Show (Su)	CM	8a-9a	-----S	:30	1	\$1,400.00	P-2	0.00	NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	-----S	1		\$1,400.00		0.00						
E 28	WKYC	10/07/12	10/07/12	Sun 6-630p Channel 3 News at 6p SUN	CM	6-630p	-----S	:30	1	\$2,400.00	P-2	0.00	NM	1	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	-----S	1		\$2,400.00		0.00						
E 29	WKYC	10/07/12	10/07/12	NFL Regular Season Fo NFL Football	CM	NFL Football (8:00 PM-11:00 PM)	-----S	:30	1	\$8,000.00	P-2	0.00	NM	1	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	-----S	1		\$8,000.00		0.00						
E 30	WKYC	10/07/12	10/07/12	Post NFL News LN Sun Follows NFL	CM	Various	-----S	:30	1	\$2,400.00	P-2	0.00	NM	1	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	-----S	1		\$2,400.00		0.00						
Totals													52	\$81,800.00	